

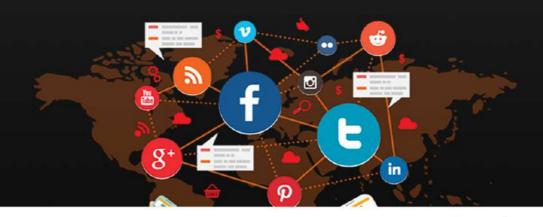
GEMS ARTS AND SCIENCE COLLEGE DEPARTMENT OF MULTIMEDIA



Certificate Course in INTRODUCTION TO SOCIAL MEDIA MARKETING

Topics covered

- Understanding Social Media
- Building a Social Media Strategy
- Leveraging Major Social Media Platforms and
- Measuring and analyzing Social Media Performance



Duration: 32 Hours